GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2090
ANSWERED ON:05.12.2014
. POLICY OF PRODUCTION OF GOODS PRODUCTS
Shetty Shri Gopal Chinayya

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government proposes to reframe the policy of production of suitable quality of goods/products which are competitive in world market with a view to earn more foreign exchange;

(b) if so, the details and the salient features thereof;

(c) whether the Government is considering to issue strict instructions to industrialists to produce competitive products to achieve the said purpose;

(d) if so, the details thereof; and

(e) the efforts being made by the Government in consumption field to promote the use of indigenous products and to create awareness among general public about the quality and purity of indigenous products?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF COMMERCE AND INDUSTRY (SHRIMATI NIRMALA SITHARAMAN)

(a) & (b): The Government is continuously promoting production of suitable quality of goods/products which are competitive in the world market by laying down appropriate standards and quality specifications from time to time. In the current Make in India Programme, one of the aims is to project India as an investment destination and develop, promote and market India as a leading manufacturing destination and as a hub for design and information. The programme aims to improve the Ease of Doing Business, open the Foreign Direct Investment regime, improve the quality of infrastructure and make India a globally competitive manufacturing destination.

(c): No Madam.

(d): Does not arise.

(e): Continuous awareness programmes to enhance consumer awareness to demand for quality products are being undertaken by the Government. According to Ministry of Consumer Affairs, Food and Public Distribution, licensee meet, and product review meetings are held periodically to enhance quality and operation of Bureau of Indian Standards (BIS) Licenses and to provide quality product to consumers.